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FEATURES OF THE GOODS ADVANCEMENT IN THE INDUSTRIAL MARKET

Demand for consumer goods has primary character, and demand for industrial and technological production – secondary. Secondariness of demand for industrial and technological production is connected with that level of their sales (consumption) and depends on a break-even sales level (consumption) of consumer goods. So, in the industrial markets it is necessary to search for all reasons of changing the tendencies in the markets consumer. A subject of industrial marketing is set of mutual relations between figures of the market, arising owing to their business activity - relations of purchase and sale, technical and economic cooperation, financial relations, technological communications, the business negotiations, competitive relations etc. Object of industrial marketing is the industrial market.

As the industrial we will understand the market consisting of the market industrial and technological production. The industrial market covers all complex of mutual relations between the managing subjects, carried out in borders of certain district or branch. This specificity of the industrial market always should be considered!

It is important to remember that at on the consumer market advertising is the tool of sales, on the industrial market it is directed, first of all, on formation of image of the enterprise. For this reason the advancement program should be planned at least for 3-5 years, and in any way for one year. That the advertising campaign became effective and has reached objects in view, it is necessary to develop its strategy in detail. It will allow to provide a uniform orientation of actions and concentration of resources on priority directions.

Key factors of success

First of all, for working out of strategy of an advertising campaign it is necessary to reveal key factors of success in branches and sources of competitive advantage, and then to be defined with the positioning formulation. These aspects are a core of all advertising messages and allow to define base idea on which all advertising campaign is under construction. So, the main accents of developed

advertising materials are put on key factors of success and sources of competitive advantage of the organization. During an advertising campaign the image of the enterprise, in which basis - it's positioning and image is formed. Key factors of success give the chance to the company to improve the competitive positions. Conditionally they can be divided into some types: connected with technology, manufacture, system of distribution, a marketing policy, qualification of the personnel or organization possibilities. Besides, favorable image and reputation of the company, pleasant, polite service, patent protection, the general low costs can be key factors. Usually for each branch are characteristic 3-4 key factors of success from which 1-2 are most important.

Competitive advantages

The following step to working out of an advertising campaign's strategy - definition of sources of competitive advantage. Them can be a little, besides, depending on specificity of branch. Comparative competitive advantage in the markets of the industrial goods consists of two components:

- User – the superiority on quality;
- Price – the superiority at the price.

Comparative competitive advantage should be essential, long time is correct be perceived, exist. Also it is important to consider orientation comparative competitive advantage not only to the client and the market as a whole, but also on the competitor. Orientation to the competitor assumes studying comparative competitive advantage of competitors to predict their actions, and also in case of need to create comparative competitive advantage which will surpass the competitor. At definition of a price policy also it is necessary to analyze a pricing policy of competitors initially. After the price should be given reason and actually proved and explained the consumer. The buyer has learned to consider and now is guided not only by the price and quality, but also on modern technologies, refusing purchase of cheap, technically out-of-date equipment with the lowest price in favor of the hi-tech.

The markets industrial and technological production as well as the markets industrial and technological production, have the seasonal splashes in demand. So, for the majority of kinds industrial and technological production seasonal lifting of demand begins in the spring. Especially it is appreciable by group of building materials and the climatic technics. We will notice that demand usually for 1-1,5 months advances demand in a wholesale link at the end user.

Certainly, at each enterprise at marketing the role and the set of functions in the communication, distributive policy, pricing etc. But from a classical complex 4P not to leave anywhere, they are present on each of the enterprises, truth, are frequently scattered on different divisions.